

~~Rev 2~~ Ver 2 #53547 \$24,200

From: Jacobs, Sarah
Sent: Thursday, September 06, 2012 10:30 AM
To: Dienger, Whitney
Subject: Fwd: N/A's WKRC Mandel - URGENT

Sarah Jacobs
Local Sales Manager
WKRC Local 12 Cincinnati
513/763-5672

Begin forwarded message:

From: Whitney Eversole <WEversole@strategicmediaplacement.com>
Date: September 6, 2012 10:12:18 AM EDT
To: "Jacobs, Sarah" <SJacobs@local12.com>
Subject: RE: N/A's WKRC Mandel - URGENT

Ok, thanks..... who watched tennis anyways?

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Thursday, September 06, 2012 10:06 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: N/A's WKRC Mandel - URGENT

N/A due to US Open Coverage (sorry I didn't catch upon entry)
9/3 - 5-530pm @\$1200
9/7 - 4-430pm set of bookends at 150 each
9/7 - 430-5p set of bookends at 150 each
9/7 - 5-530pm set of bookends at 175 each
9/7 - 530-6pm @\$400
Total N/A \$2550

MKGD
9/7 - Noon News \$500 (bookends at \$250 each) p3
9/7 - 730-8pm \$250 (bookends at \$125 each) p4
9/7 10-11pm Blue Bloods \$800 (bookends at \$400 each) p4
9/9 Sixty Minutes \$800 (bookends at \$400 each) p4
9/10 - 6-7a \$200 (Bookends at \$100 each) p4

Total \$2550

Please reply to all with acceptance as soon as you can. My Whitney will input mkgd.
Thanks!
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati

#53547

Order / Rev: 53547

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2645

Local 12 WKRC-TV

Flight Dates: 09/04/12 - 09/10/12

Estimate: 2645 OH Senate

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKRC	09/06/12	09/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	---1---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1---	1	\$800.00	0.00								
N 5	WKRC	09/10/12	09/10/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	1-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$250.00	0.00								
N 6	WKRC	09/10/12	09/10/12	CBS This Morning	CM	7:00 AM-8:00 AM	1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$125.00	0.00								
N 7	WKRC	09/09/12	09/09/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1	1	\$225.00	0.00								
N 8	WKRC	09/10/12	09/10/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$350.00	0.00								
N 9	WKRC	09/07/12	09/07/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	----1--	1	\$400.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKRC	09/03/12-09/09/12	5p Local 12 News at Five	5:30 PM-6:00 PM	5:30 PM-6:00 PM	:30	(\$400.00)	0.00	NM				
		See MG 9.2													
		[Program Change -No Return]													
		2	WKRC	09/07/12-09/07/12	M-F 730p-8p	730p-8p	-----F-----	:15/:15	\$250.00	0.00	BK				
		MG for 9.1 09/07													
		[Approved by Buyer]													
N 10	WKRC	09/06/12	09/06/12	6p Local 12 News at Six	CM	6p-630p	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1---	1	\$1,500.00	0.00								
N 11	WKRC	09/08/12	09/08/12	6pm Local 12 News Sat	CM	6p-630p	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1-	1	\$250.00	0.00								
N 12	WKRC	09/05/12	09/05/12	11p M-F Local 12 News	CM	11p-1135p	--1----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	--1----	1	\$1,700.00	0.00								
N 13	WKRC	09/10/12	09/10/12	Bengals Pre Game 9/10	CM	6p-7p	1-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$500.00	0.00								
N 14	WKRC	09/07/12	09/07/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	-----1--	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1--	1	\$250.00	0.00								
N 15	WKRC	09/06/12	09/06/12	CBS This Morning	CM	7:00 AM-8:00 AM	---1---	:15/:15	1	\$400.00	P-2	0.00	BK	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1---	1	\$400.00	0.00								
N 16	WKRC	09/05/12	09/05/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	--w----	:15/:15	1	\$1,200.00	P-2	0.00	BK	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	--w----	1	\$1,200.00	0.00								

Order / Rev: 53547

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2645

Local 12 WKRC-TV

Flight Dates: 09/04/12 - 09/10/12

Estimate: 2645 OH Senate

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WKRC	09/06/12	09/06/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	---1---	:15/15	1	\$1,400.00	P-3	0.00	BK	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1---	1	\$1,400.00	0.00								
N18	WKRC	09/05/12	09/05/12	6p Local 12 News at Six	CM	6p-630p	--1----	:15/15	1	\$1,500.00	P-3	0.00	BK	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	--1----	1	\$1,500.00	0.00								
N19	WKRC	09/07/12	09/07/12	6p Local 12 News at Six	CM	6p-630p	----1--	:15/15	1	\$500.00	P-3	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	----1--	1	\$500.00	0.00								
N20	WKRC	09/06/12	09/06/12	11p M-F Local 12 News	CM	11p-1135p	---1---	:15/15	1	\$1,700.00	P-3	0.00	BK	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1---	1	\$1,700.00	0.00								
N21	WKRC	09/10/12	09/10/12	11p M-F Local 12 News	CM	11p-1135p	1-----	:15/15	1	\$800.00	P-3	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$800.00	0.00								
N22	WKRC	09/10/12	09/10/12	Bengals vs Baltimore	CM	7:00 PM-10:00 PM	1-----	:15/15	1	\$5,000.00	P-4	0.00	BK	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$5,000.00	0.00								
N23	WKRC	09/08/12	09/08/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:15/15	1	\$800.00	P-3	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1-	1	\$800.00	0.00								
N24	WKRC	09/09/12	09/09/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:15/15	1	\$800.00	P-3	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1	1	\$800.00	0.00								
N25	WKRC	09/08/12	09/08/12	US Open	CM	12:00 PM-6:00 PM	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1-	1	\$500.00	0.00								
N26	WKRC	09/10/12	09/10/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$400.00	0.00								
N27	WKRC	09/05/12	09/05/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM	--1----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	--1----	1	\$300.00	0.00								
N28	WKRC	09/06/12	09/06/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	---1---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1---	1	\$300.00	0.00								
Totals														28	\$24,200.00

under 150